

INTERNATIONAL VISITORS TO LAS VEGAS



Las Vegas recorded over two million overseas visitors in 1999, nearly six times as many as Utah. McCarran International Airport in Las Vegas accommodated more than 3,500 direct international flights in 2000, most of them from Utah's top international markets – Canada, Japan and the U.K. In addition, growth in international arrivals to Las Vegas is growing much more quickly than growth in international arrivals to Utah. Despite many differences between overseas visitors to Utah and overseas visitors to Las Vegas, Utah may be able to capitalize on Las Vegas as an international gateway to the state and could potentially

increase awareness of Utah attractions by emphasizing Utah's proximity to Las Vegas. From 1997 to 1999, *more than half (53%) of Utah's overseas travelers also visited Las Vegas. But only 10% of all the overseas visitors to Las Vegas came to Utah.* Tapping that large and fast-growing market represents a growth opportunity for Utah's international tourism.

Despite being younger on average, overseas visitors to Las Vegas are more affluent and spend more than overseas visitors to Utah. In addition, Las Vegas captures a much greater percentage of the Asian market. In addition to Japan, Taiwan and South Korea are also among Las Vegas' top markets. Visitors from South America and Mexico also represent a higher percentage of visitors to Las Vegas than to Utah. By contrast, Utah is much more dependent than Las Vegas on Western Europe.

Overseas trips to Las Vegas are typically planned with a much shorter planning horizon than trips to Utah. In addition, travelers to Las Vegas are more likely to take advantage of a packaged deal. Consistent with the greater influence of Asian travel patterns versus Western European travel patterns, trips to Las Vegas are typically shorter and visit fewer states and destinations than trips to Utah. Visitors to Las Vegas are less likely to visit Arizona, Colorado and Wyoming, but more likely to visit Los Angeles, Anaheim and Florida. Overseas travelers to Las Vegas are more likely than their Utah counterparts to stay in a hotel or motel and travel by taxi or limo as opposed to rental cars. Airline service within the U.S. to Las Vegas is also more important than corresponding service to Utah.

The overseas visitor to Utah is more likely to participate in a wide variety of activities. Visitors to Utah are more likely than their Las Vegas counterparts to visit natural resource-based attractions, historic, ethnic or cultural sites, small towns or Native American communities. Overseas visitors to Utah are also more likely to participate in outdoor recreation activities like camping and hiking or snow skiing. On the other hand, Las Vegas travelers are more likely to gamble, visit theme or amusement parks, participate in guided tours and visit nightclubs.

OVERSEAS VISITORS TO LAS VEGAS SUMMARY - 1999*

Utah Division of Travel Development

DEMOGRAPHICS

AGE (years)

Average Age (mean)	40.3
18-34 Years	39%
35-54 Years	45%
55+ Years	15%

HOUSEHOLD INCOME (\$US)

Average HH Income	\$73,600
< \$40,000	28%
\$40,000 - \$80,000	37%
\$80,000 - \$120,000	19%
\$120,000+	15%

PARTY COMPOSITION

Avg. Travel Party (mean)	2.0
Spouse	36%
Family/Relatives	29%
Traveling Alone	19%
Friends	18%
Business Associates	10%
Group Tour	6%
Adults Only	92%
Adults and Children	8%

GENDER

Men	67%
Women	33%

FREQUENT TRAVELERS

Repeat Visitor to the U.S.	67%
U.S. Trips last 12 Months	1.6
U.S. Trips last 5 Years	4.6
1 Trip	40%
2 - 5 Trips	38%
5+ Trips	22%

ORIGIN MARKETS

Japan	23%
U.K.	15%
Germany	11%
France	7%
Oceania	5%
South America	5%
Benelux	4%
Taiwan	4%
Italy	4%
South Korea	3%

PORT OF ENTRY

Los Angeles	36%
San Francisco	13%
New York	8%
Chicago	5%
Miami	4%

TRAVEL PATTERNS

ADVANCE TRIP DECISION

Advance Trip Decision	89 Days
Advance Air Reservations	55 Days
Use of Pre-Booked Lodging	71%

USE OF PACKAGES

YES	35%
Air/Lodging	24%
Guided Tour	21%
Air/Lodging/Tour	14%
Air/Lodging/Bus	10%
Air/Lodging/Bus/Tour	8%
Air/Rental Car	7%
Air/Lodging/Rental Car	4%
Advance Package Booking	71 Days
# of Nights Pre-paid as Part of a Package	9.1

INFORMATION SOURCES

Travel Agency	64%
Friends/Relatives	20%
Travel Guides	16%
Personal Computer	15%
Tour Company	14%
Airlines Directly	12%
Newspapers/Magazines	10%
State/City Travel Office	7%
Other	10%

EXPENDITURES

Avg. Spending Per-Visitor-	\$110
Per-Day (mean)	

ACCOMMODATIONS

Hotel/Motel	96%
Private Home	3%
Other	1%

TRANSPORTATION IN U.S.

Airlines in U.S.	50%
Rented Auto	41%
Taxi/Cab/Limousine	41%
Company or Private Auto	24%
City Subway/Tram/Bus	22%

LENGTH OF STAY

# of Nights In LV (mean)	3.7
# of Nights in US (mean)	17.3

UTAH DESTINATIONS VISITED

Bryce Canyon N.P.	4%
Zion N.P.	2%
Monument Valley	2%
Salt Lake City	2%
Glen Canyon	1%

PURPOSE/ACTIVITIES

PURPOSE OF TRIP

Leisure & VFR	80%
Leisure/Rec./Holidays	70%
Visit Friends/Relatives	10%
Business & Convention	20%
Business/Professional	11%
Convention/Conference	8%
Study/Teaching	2%

OTHER DESTINATIONS VISITED

# of States Visited	2.7
# of Destinations Visited	3.9
California	75%
Los Angeles	57%
San Francisco	42%
San Diego	14%
Anaheim	7%
Yosemite N.P.	7%
Arizona	24%
Grand Canyon N.P.	14%
Phoenix	6%
New York	14%
New York City	13%
Utah	10%
Florida	8%

LEISURE ACTIVITIES

Shopping	90%
Dining in Restaurants	85%
Casinos/Gambling	74%
Sightseeing in Cities	62%
Amusement/Theme Parks	61%
Visit National Parks	52%
Visit Historic Places	42%
Visit Small Towns	39%
Touring Countryside	36%
Guided Tours	34%
Cultural or Heritage Sites	25%
Water Sports/Sunbathing	20%
Concert/Play/Musical	19%
Art Gallery/Museum	17%
Nightclubs/Dancing	15%
Visit Am. Indian Comm.	14%
Cruises	7%
Golfing/Tennis	7%
Ethnic Heritage Sites	7%
Attend Sports Event	6%
Camping/Hiking	6%
Environ./Eco Excursions	4%
Snow Skiing	2%
Ranch Vacations	2%
Hunting/Fishing	1%

VISITATION VOLUME

Total Int'l. Visitation (000s)	2,251
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*SOURCE: U.S. Department of Commerce, ITA/Tourism Industries